

**Social Psychology**  
**Week 15: Guide to Social Experiment**  
**Lecturer: Maria Heidi P. Arconado**

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**OVERVIEW:**

For this project, you and your group will step out of the textbook and into the real world. You will design and conduct a mini social experiment within the university grounds to observe human behavior in real-time. The goal is to see how a specific concept we've discussed in class plays out in everyday life.

**CRITICAL RULE: STAY ON CAMPUS**

For safety, liability, and ethical oversight, this experiment must be conducted **ENTIRELY WITHIN THE BOUNDARIES OF THE CAMPUS**. Do not venture into the surrounding city, public transit stations, or off-campus residential areas.

**YOUR TASK:**

**1. Choose Your Variable**

Your experiment must test one specific concept we have covered in Social Psychology. The concept you choose will serve as your independent variable (the thing you manipulate or change).

Examples of concepts you might test include: Bystander Intervention, Conformity, Normative Social Influence, Implicit Bias, Mere-exposure Effect, What-is-beautiful-is-good Effect, Altruism, Egoistic helping, In-group Bias

**2. Formulate Your Hypothesis**

State clearly what you expect to happen.

*Example:* If we violate a minor social norm (e.g., standing facing the back of an elevator instead of the door), then campus peers will visibly alter their behavior to conform or show signs of discomfort.

### 3. Design the Method

Plan exactly how you will test this.

- What is your control condition (normal behavior)?
- What is your experimental condition (the change)?
- How will you measure the results (e.g., counting reactions, timing how long it takes for someone to help, etc.)?

### ETHICAL GUIDELINES & BOUNDARIES

Because you are experimenting with real people, you must adhere to strict ethical standards:

- **No Harm:** You may NOT cause physical distress, intense emotional anxiety, or legal jeopardy to any participant. Keep it light, observational, and benign.
- **Debriefing:** If your experiment involves tricking or confusing someone (even mildly), you **must** immediately debrief them afterward. Tell them it was a project for Social Psychology and ensure they are comfortable with you using the anonymized data.
- **Consent to Record:** You may NOT secretly film or photograph people's faces for public presentation without their explicit, written permission after the experiment concludes.
- **Do Not Disrupt Classes:** Do not interrupt active lectures, exams, or official university operations. Stick to common areas like the STACY, façade, cafeteria, hallways, or the library (while respecting noise rules).

### GRADING:

Please review this rubric carefully while designing and conducting your experiment to maximize your score.

## SOCIAL EXPERIMENT RUBRIC

CRITERIA	GOOD (8 – 10 POINTS)	FAIR (5 – 7 POINTS)	POOR (2 – 4 POINTS)
<b>Topic</b>	Experiment clearly tests a Social Psychology concept.	The concept is vague.	Experiment doesn't test a Social Psychology concept.
<b>Content</b>	The experiment is well made. The topic is clearly and fully researched. The video contains the following: Introduction, Methods, Results and Discussion.	The experiment is ill-planned. The video omits 1 of the following: Introduction, Methods, Results and Discussion.	Project shows little evidence of research. The video omits at least 2 of the following: Introduction, Methods, Results and Discussion.
<b>Video</b>	Video is good quality and clearly shows the experiment. The video ranges from 8 – 15 minutes in length.	Video is shaky and doesn't show the experiment clearly. The video documentary ranges from 5 – 7 minutes in length.	No video or video unclearly showing the experiment. The social experiment is less than 5 minutes in length.
<b>Information</b>	The team's video output is very informative. It covers the required information in the topic the group selected. The team's personal viewpoint is also expressed.	The team does not cover all of the required information and is not detailed in presenting their information.	The team does not cover any of the required material. Their video is not detailed or informative. The information that is presented is irrelevant.
<b>Editorial/Script</b>	The voice over script is well-written and gives a complete account of the events of the topic.	The voice over script is poorly written and leaves the audience confused.	No voice over is included.
<b>Creativity</b>	The group presents their social experiment in an extremely unique, original, and creative way. It catches the	The group presents their video documentary in a basic way that tries to	The group's social experiment is not presented in an original or creative way. The information is read to the

	viewer's attention and holds their interest.	capture the viewer's attention.	viewers and fails to present the information in an interesting format.
<b>Organization</b>	The team's information in the social experiment is organized and flows. The transitions are smooth and the material is easy to comprehend.	The team's information in the social experiment has a general order and flow. The material is presented in a difficult manner.	The team's information is not organized in any manner and lacks a flow of conversation. The terminology used to present the material is unfamiliar to the viewer.
<b>Deadline</b>	Finished project turned in before or on deadline		Finished project NOT turned in before or on deadline
<b>TOTAL</b>			